Sept. 24, 1929. J. J. SCHEROTTO 1,729,014

COLLAPSIBLE DISPLAY

Filed June 15, 1927

Fig. 1.

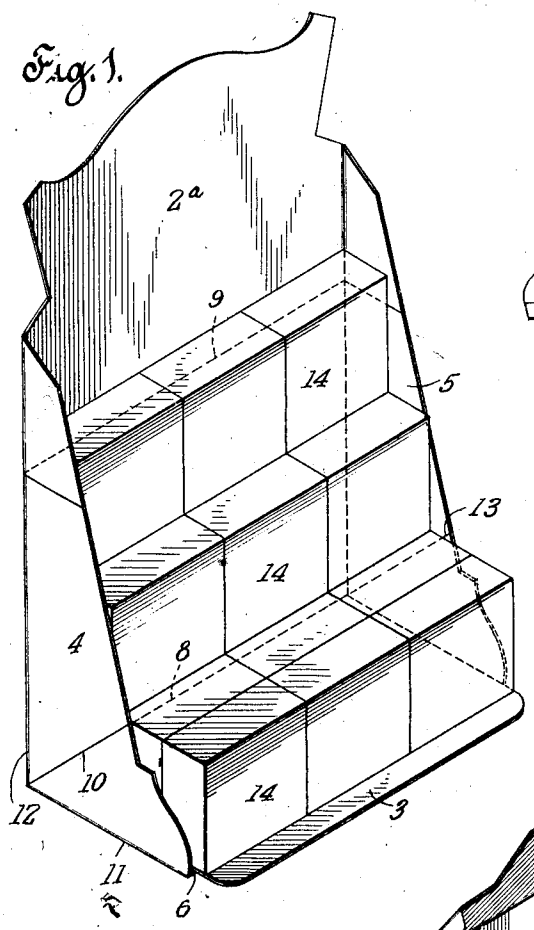


Fig. 3.

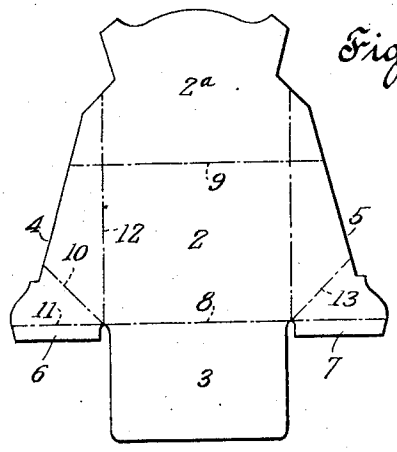
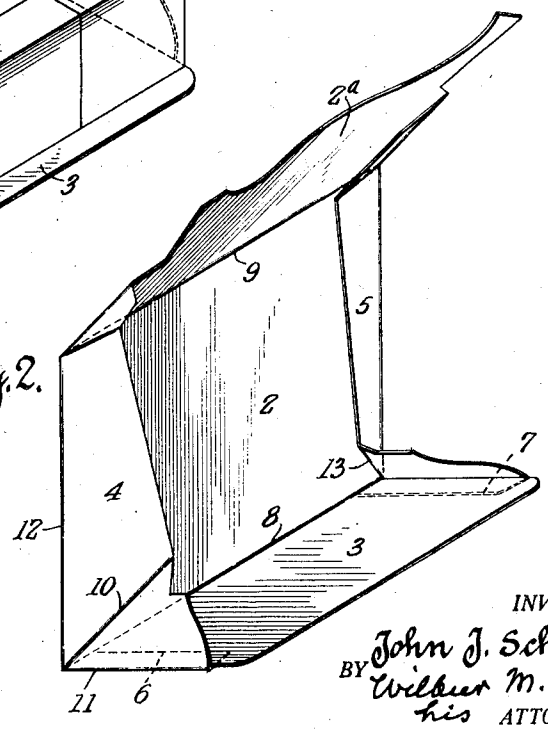


Fig. 2.



INVENTOR.

BY John J. Scherotto

Wilbur M. Stone

his ATTORNEY

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UNITED STATES PATENT OFFICE

JOHN J. SCHEROTTO, OF UNION CITY, NEW JERSEY, ASSIGNOR TO SNYDER & BLACK, INCORPORATED, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK

COLLAPSIBLE DISPLAY

Application filed June 15, 1927. Serial No. 198,878.

This invention relates to collapsible displays and has for its object to provide a device of the character specified, of simple construction and one which may be folded into compact space for packing and shipping and which may be erected into position for use with ease.

In its preferred embodiment my improved device is shown in the drawing accompanying this specification, wherein:

Figure 1 is a perspective view of the device in its erected position with packages of merchandise therein. Fig. 2 is a perspective view showing the device in a partly collapsed condition and Fig. 3 is a plan view of the blank from which the device is formed. The scale of Figs. 1 and 2 is the same and that of Fig. 3 is half that of the earlier figures.

My improved device is made of sheet material, preferably stiff paper or cardboard and comprises back member 2, base member 3 articulated to the lower edge of said back member and opposite wing members 4 and 5 articulated along parallel lines to the opposite edges of back 2.

Projecting downwardly from and articulated to the lower edges of wings 4 and 5 are ears 6 and 7 respectively and which ears are adapted to be folded under and secured, as by an adhesive, to opposite edge portions of base 3.

The upper portion 2^a of back 2 may be of fanciful outline and may bear suitable advertising matter, not shown, relating to the goods displayed. About midway between score line 8, between base 3 and back 2, and the top edge of the device is transverse score line 9 and which score line extends as well across wings 4 and 5. Also angular score line 10 in wing 4 bisects the angle between ear score line 11 and score line 12 between wing 4 and back 2. Wing 5 is provided with a similar score line 13.

When the device is in erected position back 2, including its upper portion 2^a, and wings 4 and 5 stand vertically, base 3 resting horizontally on some convenient support, not shown. The device is maintained in erected position by the several packets of merchandise 14 assembled therein.

To fold the device, wings 4 and 5 are folded inwardly toward each other, base 3 is folded upwardly and upper portion 2^a is folded downwardly over base 3, into substantially flat condition, readily suitable for packing into small space.

I claim:

1. In a collapsible upright display device of sheet material, the combination of a back, a base and opposite wings, said wings being articulated along opposite edges to said back and said base being articulated at one edge thereof to lower edge of said back, a transverse folding line across said back and wings, each of said wings having a folding line bisecting the angle between the wing bottom edge and the wing line of articulation with the back, and means for foldably attaching the lower edges of said wings to the adjacent edges of said base respectively.

2. In a collapsible upright display device of sheet material, the combination of a back, a base and opposite wings, said wings being articulated along opposite edges to said back and said base being articulated at one edge thereof to lower edge of said back, a transverse folding line across said back and wings, outwardly upwardly reaching folding lines in each of said wings and each of said wings having an ear articulated to its lower edge, said ears being secured to the opposite adjacent edge portions of said base, said display being adapted to be supported in erected position by the presence of merchandise therein.

3. In a collapsible upright display device of sheet material, the combination of a back, a base and opposite wings, said wings being articulated along opposite edges to said back, and said base being articulated at one edge thereof to lower edge of said back, a trans-

verse folding line across said back and wings, each of said wings having a folding line bisecting the angle between the wing bottom edge and the wing line of articulation with the back and each of said wings having an ear articulated to its lower edge, said ears being secured to the opposite adjacent edge portions of said base, said display being adapted to be supported in erected position by the presence of merchandise therein.

In witness whereof, I hereby affix my signature this 11th day of June, 1927.

JOHN J. SCHEROTTO.